



Feel Films Ltd
4 Market Place
London W1W 8AD
T +44(0)20 7612 0666
F +44(0)20 7462 0058
hello@feelfilms.co.uk
www.feelfilms.co.uk
Vat Number: 840014086
Company Registration
Number : 5153535

Fashion Revolution ‘Loved Clothes Last’

In April this year, Fashion Revolution launched a short film " **Loved Clothes Last** " to comment on the issue of mass consumption and waste which has created an unprecedented crisis and a significant impact on climate change.

The film was directed by Balthazar Klarwein and produced by Bona Orakwue through production company Feel Films. Starring Angelina Jesson, it showcases a disturbing dystopian reality where landfill and decay meet everyday life, the result of decades of mindless overproduction and accelerated consumption and wonders when will we slow down and accept a future where we all understand the importance of loving, and keeping, our clothes for longer.

Focusing on a series of symbols (from Wabi Sabi to rebirthing and circularity) the film explores mindfulness, consciousness and, with its final "call to arms " **Loved Clothes Last** " followed by #LovedClothesLast, it encourages viewers to understand how small actions can benefit the planet, reduce landfill mass and ultimately create a more meaningful relationship with the things we chose to buy.

Film Director Balthazar Klarwein ,“Never has a fashion shoot felt so good”

Feel Films producer Bona Orakwue adds, “It’s been such an honour to collaborate with Fashion Revolution, whose work is so innovative and so important. I couldn’t be prouder of what we’ve achieved together on this extraordinary project.”

Founder and Creative Director of Fashion Revolution Orsola de Castro, “This is the first time that Fashion Revolution combines campaigning for supply chain transparency with a new dedicated focus on environmental issues: the film therefore marks the start a new journey, from #whomademyclothes to #lovedclotheslast - looking at the full story, from the origins of the clothes we buy to their end of life”